MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

LPR 1037 - PUBLIC RELATIONS STRATEGIES

(All Sections)

26 MAY 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** printed pages with **THREE** sections.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [16 MARKS]

Instruction: Answer **ALL** questions.

1. Effective public relations can help manage reputation by communicating and building good relationships with all organisation stakeholders.
   a. Define public relations according to Public Relations Society of America (PRSA). (2 marks)

   b. Briefly describe the difference between publics relations and journalism. (3 marks)

   c. Differentiate between advertising and public relations. (3 marks)

2. Briefly explain Pseudoevent. (2 marks)

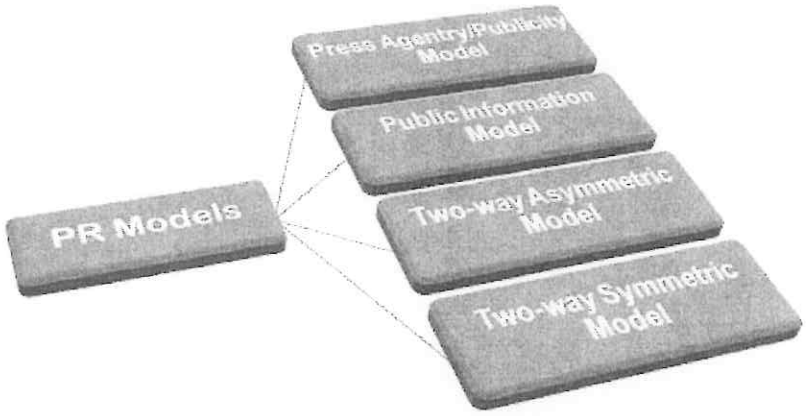
3. 

Figure1: Four Classic Models of Public Relations

   a. Based on Figure 1, briefly explain the"Press Agentry/Publicity" Model. (2 marks)

4. Briefly explain the public relations management process. (4 marks)

Continued...

SECTION B: SHORT ANSWER QUESTION [14 MARKS]

Instructions: Read the information below and answer the questions that follow.

1. A press conference is a meeting organized for the purposes of distributing information to the media and answering questions from reporters. In a press conference, you decide what information is presented, how it is presented, and who presents it. It is an opportunity to get your story on TV, radio, newspaper or new media platforms.

   a. Identify **THREE (3)** elements suggested by Bulldog Reporter, a West Coast public relations newsletter in preparing for a press conference and discuss each of them. (6 marks)

2. Write a news release based on the information provided. Use as much information as you think necessary to create an effective release including a tagline of a conference. Add phrases and transitions to make the news release acceptable to editors. Decide on the release date and write a headline.

   i) MMU Young Entrepreneurs Talk
   ii) 2nd June 2017 from 8.00 a.m. to 5.00 p.m.
   iii) Venue – Grand Hall, MMU
   iv) Entry fees RM50.00
   v) Proceeds to benefit the MMU Alumni Fund
   vi) Featuring Ms Vivy Yusof, Founder of FashionValet and Joel Neoh Eu-Jin, Founder Groupon Malaysia
   vii) Moderator Neelofa, Malaysian artist and Founder of Neelofa Hijab
   viii) Door Prizes
   ix) Exhibitions
   x) Discount Coupons
   xi) Book Sales
   xii) Opportunities for Growth, networking, and fun
   xiii) Sponsors: TM, Dell, Groupon and Tune Hotel. (8 marks)

Continued…

SECTION C: ANALYSIS [20 MARKS]

Instructions: Read the information below, and propose a public relations plan for Beans & Cream Café.

Beans and Cream Café, a chain of coffee houses, did some market research and found that university students would be an excellent audience to reach. To this end Bean & Creame Café has contacted your public relations agency and asked that you develop a comprehensive plan to create brand awareness among university students and increase walk-in business to their café.

You should consider a variety of communication tools, including campus events. Follow the Eight-point plan:

1. Situational analysis.
2. Objective (s).
3. Audience.
4. Strategy.
5. Tactics.
6. Calendar/Timetable.
7. Budget.
8. Evaluation.

(20 marks)

End of Paper